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S/N 10/895,272  
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Title: DISPLAY DRIVING METHOD AND DISPLAY DEVICE  
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**Amendments to the claims**

This listing of claims will replace all prior versions and listings of claims in the application.

**Listing of Claims:**

1. (Currently amended) A display driving method of a simple matrix display for performing a pulse width modulation (PWM) control, the method comprising the steps of:

Selectively applying wherein a forward approach PWM signal voltage and a rearward approach PWM signal voltage ~~can be selectively supplied as PWM signal voltages so as to be applied~~ to signal electrodes, and

controlling the PWM signal voltages ~~to be~~ applied to each of the signal electrodes within a predetermined period ~~such is controlled in such a manner~~ that numbers of the forward approach PWM signal voltages and numbers of the rearward approach PWM signal voltages are almost equal to each other in relation to each scanning electrode of a plurality of scanning electrodes when the forward approach PWM signal voltages and the PWM signal voltages are scanned by each scanning electrode.

2. (Currently amended) The display driving method according to claim 1, wherein the step of controlling the PWM signal voltages comprises switching the forward approach PWM signal voltage and the rearward approach PWM signal voltage ~~are switched~~ in every predetermined frame cycle.

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3. (Currently amended) The display driving method according to claim 1, wherein the step of selectively applying a forward approach PWM signal voltage and a rearward approach PWM signal voltage to signal electrodes comprises applying the PWM signal voltages ~~is applied~~ to have a rearward/forward approach combination in which the rearward approach PWM signal voltage is applied to an odd-numbered scanning electrode and the forward approach PWM signal voltage is applied to an even-numbered scanning electrode and a forward/rearward approach combination in which the forward approach PWM signal voltage is applied to the odd-numbered scanning electrode and the rearward approach PWM signal voltage is applied to the even-numbered scanning electrode.

4. (Currently amended) The display driving method according to claim 1, wherein the steps of selectively applying and controlling comprise applying the PWM signal voltages and controlling a scanning voltage to be applied to the each scanning electrode such that the PWM signal voltages and the scanning voltages are each alternated synchronously to have a predetermined relationship with a frame cycle.

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5. (Original) A display device comprising:  
a simple matrix display provided with a plurality of signal electrodes and a plurality of scanning electrodes which are orthogonal to each other with an electrostatic capacity coupling display unit interposed therebetween;  
a scanning side driving portion for sequentially scanning the scanning electrodes and supplying a scanning voltage; and  
a signal side driving portion for supplying a PWM signal voltage to be a forward approach PWM signal voltage or a rearward approach PWM signal voltage to each of the signal electrodes synchronously with the scan of the scanning side driving portion,  
wherein the signal side driving portion controls the PWM signal voltage in such a manner that numbers of the forward approach PWM signal voltages and the rearward approach PWM signal voltages are almost equal to each other within a predetermined period for each of the scanning electrodes.

6. (Currently amended) The display device according to claim 5, wherein the signal side driving portion is configured to switch[[es]] the forward approach PWM signal voltage and the rearward approach PWM signal voltage in every predetermined frame cycle.

7. (Currently amended) The display device according to claim 5, wherein the signal side driving portion is configured to apply applies the PWM signal voltage to have a rearward/forward approach combination in which the rearward approach PWM signal voltage is applied to an odd-numbered scanning electrode and the forward approach PWM signal voltage is applied to an even-numbered scanning electrode or a forward/rearward approach combination in which the forward approach PWM signal voltage is applied to the odd-numbered scanning electrode and the rearward approach PWM signal voltage is applied to the even-numbered scanning electrode.

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8. (Currently amended) The display device according to claim 5, wherein the signal side driving portion and the scanning side driving portion are configured to synchronize and alternate the PWM signal voltages and a scanning voltage to be applied to the scanning electrode to have a predetermined relationship with a frame cycle.

9. (Withdrawn) A display driving method of a simple matrix display for performing a pulse width modulation (PWM) control, the method comprising the steps of:

applying wherein numbers of signal electrodes to which a forward approach PWM signal voltage is to be applied and signal electrodes to which a rearward approach PWM signal voltage to signal electrodes; and

sequentially scanning predetermined scanning electrodes such that a number of signal electrodes to which the forward approach PWM signal voltage is applied and a number of signal electrodes to which the rearward approach PWM signal voltage is to be applied are set to be almost equal to each other for each scanning period in which the scanning electrodes are sequentially scanned.

10. (Withdrawn) The display driving method according to claim 9, wherein the step of applying signal electrode to which the forward approach PWM signal voltage and is to be applied and the signal electrode to which the rearward approach PWM signal voltage to signal electrodes comprise applying the forward approach PWM signal voltage and the rearward approach PWM signal voltage alternately to the signal electrodes is to be applied are set alternately.

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11. (Withdrawn) The display driving method according to claim 9, wherein the step of applying a forward approach PWM signal voltage a rearward approach PWM signal voltage to the signal electrodes comprise applying the PWM signal voltages ~~is applied~~ to have a rearward/forward approach combination in which the rearward approach PWM signal voltage is applied to an odd-numbered scanning electrode and the forward approach PWM signal voltage is applied to an even-numbered scanning electrode or a forward/rearward approach combination in which the forward approach PWM signal voltage is applied to the odd-numbered scanning electrode and the rearward approach PWM signal voltage is applied to the even-numbered scanning electrode.

12. (Withdrawn) The display driving method according to claim 9, wherein the steps of applying a forward approach PWM signal voltage a rearward approach PWM signal voltage to the signal electrodes and sequentially scanning predetermined scanning electrodes comprise alternating synchronously each of the PWM signal voltages and a scanning voltage ~~to be applied to the scanning electrode are alternated synchronously~~ to have a predetermined relationship with a frame cycle.

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13. (Withdrawn) A display device comprising:

a simple matrix display provided with a plurality of signal electrodes and a plurality of scanning electrodes which are orthogonal to each other with an electrostatic capacity coupling display unit interposed therebetween;

a scanning side driving portion for sequentially scanning the scanning electrodes and supplying a scanning voltage; and

a signal side driving portion for supplying a PWM signal voltage to be a forward approach PWM signal voltage or a rearward approach PWM signal voltage to each of the signal electrodes synchronously with the scan of the scanning side driving portion,

wherein the signal side driving portion is configured to apply ~~applies~~ the forward approach PWM signal voltage to an almost half number of signal electrodes and further to apply ~~applies~~ the rearward approach PWM signal voltage to the residual signal electrodes for each scanning period in which the scanning electrodes are sequentially scanned.

14. (Withdrawn) The display device according to claim 13, wherein the signal side driving portion is configured to alternately set[[s]] the signal electrode to which the forward approach PWM signal voltage is to be applied and the signal electrode to which the rearward approach PWM signal voltage is to be applied.

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15. (Currently amended) Δ The display device according to claim 13[[.]] comprising:  
a simple matrix display provided with a plurality of signal electrodes and a plurality of scanning electrodes which are orthogonal to each other with an electrostatic capacity coupling display unit interposed therebetween;  
a scanning side driving portion for sequentially scanning the scanning electrodes and supplying a scanning voltage; and  
a signal side driving portion for supplying a PWM signal voltage to be a forward approach PWM signal voltage or a rearward approach PWM signal voltage to each of the signal electrodes synchronously with the scan of the scanning side driving portion,  
wherein the signal side driving portion is configured to apply applies the PWM signal voltage to have a rearward/forward approach combination in which the rearward approach PWM signal voltage is applied to an odd-numbered scanning electrode and the forward approach PWM signal voltage is applied to an even-numbered scanning electrode or a forward/rearward approach combination in which the forward approach PWM signal voltage is applied to the odd-numbered scanning electrode and the rearward approach PWM signal voltage is applied to the even-numbered scanning electrode.
16. (Withdrawn) The display device according to a claim 13, wherein the signal side driving portion and the scanning side driving portion are configured to synchronize and alternate the PWM signal voltage and a scanning voltage to be applied to the scanning electrode to have a predetermined relationship with a frame cycle.